

Retail Sales Double in 3 Years

Torrance Up-Trend Holds, Says C of C

By ALBERT SCHMIDT
Torrance Chamber of Commerce

Business was good last year, and over the holidays. According to a survey made by the Torrance Chamber of Commerce, an upward trend in retail sales which began three years ago is continuing. During that time sales have more than doubled in the city.

In downtown Torrance, Christmas buying got off to a slow start in many places but it finished strong and merchants generally reported complete satisfaction with the seasonal buying.

A few stores stated that they had difficulty closing at the announced times due to the number of customers in their stores.

Over the year, business in downtown Torrance, while showing no large gains for all retailers, found most of them doing a business comparable with previous years. Some did exceptionally well.

One leading merchant stated that business last year was almost three quarters of a million better than the year before. Another of the leaders, while not showing large gains, stated that his company held its position among the stores in the district and expressed satisfaction for the period.

In the shopping centers reports were uniformly good. Our largest stores and discount houses, generally, were highly pleased and some described business as fantastic. Increases of better than 20 per cent were ac-

knowledgeable. In one large shopping area only one ready-to-wear store reported business off. In another, not a single merchant reported dissatisfaction with sales.

In one of the smaller centers, several merchants did not have the holiday volume they anticipated, but sales were equal to the year before and all showed an increase for the year.

Liquor stores, contacted did a "land office" business, many of them stating that it was the best seasonal activity they had ever had. Service stations, garages, and business dealing in services found business off for December, which, in most cases, was expected due to the fact that customers put off buying repairs and replacements until after the holidays. The overall pattern, however, was good.

In the automobile business, some reported gains of up to 110 per cent for the year and general satisfaction with holiday sales. Used car sales were down for the month of December, but this condition is said to be nor-

Exotic Dancers Open Tiki Tabu

freshments are tantalizing to set a tone of informality. The Tahitian dancers are exotic, and the tropical re-

mal for the year end.

Bank deposits were reported as being steady and building and loan companies contacted all reported gains, one stating that their company had had an increase of over 60 per cent for the year.

Torrance is serving an extremely wide area. The stores are actively advertising in all the surrounding cities and they are receiving business from customers many miles away in all directions. Merchants do not feel that a great amount of business is passing distant shopping centers to come to Torrance, especially where there is a depth of merchandise comparable to that obtainable here.

They feel, however, that Torrance is losing very little business to other areas and other shopping centers.

One noticeable feature was with regard to the quality of merchandise offered by the stores in Torrance that are members of chains with stores in other cities. They stated that the demand for quality merchandise was generally greater in this city and that people who shop in Torrance are offered top quality merchandise at as reasonable a price as can be obtained throughout Southern California.

for the all-Polynesian formal opening of Southern California's only truly authentic Polynesian apartment, the Tiki Tabu, 3505 Artesia Blvd., in Torrance.

Built for people who desire a relaxed South Seas atmosphere, these unique Ray Watt developed furnished apartments will be open for public view on Saturday, Jan. 12, and Sunday, Jan. 13, from 10 in the morning to 10 in the evening.

With a naccent on informal living and entertainment, Tiki Tabu presents a tropical pool complete with the special Tiki Hut featuring complete kitchen facilities and barbecues.

Each of the 34 Gold Medallion apartments include a large living room, bath with built-in dressing room, and kitchen with GE refrigerator, garbage disposal, and water heater.

Authentic polynesian furnishings by Craftsman Interiors highlight this Dan Ostrow creation.

Ostrow, in explaining this new approach to Southern California living, says, "This is your opportunity to step into another world, so hop into your muu-muu or lava-lava, and come to Tiki Tabu."

Tiki Tabu was designed by Phil Blair, AIBD, and presents 27 bachelor apartments, five one-bedroom apartments, and one two-bedroom apartment. These "Polynesian Pads" are available for lease from \$99.50

Kiwanis Club Plans Dinner For Officers

Formal installation of officers of the Torrance Kiwanis Club will take place at the Plush Horse, Saturday evening, Jan. 19. The dinner program commences at 8 p.m., followed by dancing.

The 1963 slate of officers is headed by D. J. (Don) Hitchcock, 4004 Via Pavion, Palos Verdes, who conducted the program at the first Monday evening meeting of 1963 to pledge a Kiwanis Club which "is warm with fellowship, stimulating with ideas, and rewarding to all of us in our joint venture."

Hitchcock also announced that the Kiwanis district midwinter conference will be in Bakersfield Jan. 26. A group from the Torrance club will attend.

DROUGHT

Drought has affected the rice crop in Korea. CARE has stepped into the breach with \$1 surplus food packages for needy families.



FRED L. FREDERICKS, of 1928 W. 183rd St., Torrance, is president of the Gardena Board of Realtors for the coming year. Fredericks operates two large, modern real estate offices in Torrance. A director of the California board for two years, Fredericks also has served on the Gardena board for two years and was vice-president in 1962. He is married. He and his wife, Sandy, have three children, Teresa, 5; Frank, 3; and Robert, 2.

Dunn & Bradstreet '63 Listings Show Torrance Growth

The record of growth in Torrance during the past five years is 50.3 percent, as reflected in the Dun & Bradstreet Reference Book listings.

The number of firms listed in the 1958 Reference Book was 733, which was increased to 1102 in January, 1963.

The book lists those manufacturers, wholesalers, and retailers who seek or grant commercial credit. It does not include some of the service and professional businesses such as beauty and barber shops, security dealers, or real estate brokers.

Torrance Firm Wins Road Job

The Board of Supervisors has awarded a \$71,270 contract to H. E. Baker Construction Co., 1415 E. Carson St., Torrance, for a road improvement project on Highridge Rd. from Hawthorne Blvd., at Grayslake Rd., to Crest Rd.

Supervisor Burton W. Chace said the project is due to be completed in February, and includes asphaltic concrete pavement and paved shoulders for a two-lane highway 1.5 miles long, including excavation, clearing and grading.

Portions of Highridge Rd. may be closed to traffic during the work. Motorists are urged to drive with caution in the area.



FOR FAST, EFFICIENT SERVICE

- * AIR
- * STEAMSHIP
- * TOURS
- * CRUISES

SPACE AGE TRAVEL

... is THE place
21770 HAWTHORNE BLVD. • TORRANCE
(Next to Jody's Restaurant) FR 1-1277



POLYNESIAN PLAYDAY will take place at the Tiki Tabu Polynesian apartments, 3505 Artesia Blvd., in Torrance, next Saturday and Sunday. The public is invited. The picture above shows the unique exterior

design of the Tiki Tabu, built by Ray Wyatt. There are 27 bachelors, five one-bedroom, and one two-bedroom apartments. They lease from \$99.50.

Toastmasters Promise Exciting 'Audio Menu'

According to Toastmaster Don Payne, 4529 Carmelynn St., Torrance, this evening's meeting of the club promises to be an exciting and educational one.

The "audio menu" includes long-time Toastmaster John Chadwick's educational speech which describes rules and policies to be followed when conducting a speaking debate.

James McDonald, soon to be a public speaking instructor in one of the area schools, will reach back in history as far as 1000 B.C. A proposal for new methods of property tax assessment will be given by Toastmaster Norman Michiel.

Comparatively new Toastmaster Stanley Briley will tell of some problems encountered in employing people in small business in his "Icebreaker" — a Toastmaster's first formal speech. Robert Driezler will relate a personal experience when

he speaks on "Who Goofed?"

The formal portion of the program will be under guidance of Toastmaster of the Evening Rey Rojo. Kenneth Weismann will preside as Table Topics Chairman, during impromptu speaking. Men interested in self-improvement in including public speaking, parliamentary procedure, and chairmanship which stimulates leadership qualities are invited to attend the Toastmaster Club 6:45, each Wednesday evening at the Redondo Beach Elks Club. For information, call FR 1-2566.

IN TURKEY

In a village in Turkey, 200 undernourished children gained an average of one pound a month in the six months of CARE milk servings. Contributions to the CARE Food rusade make such programs possible.

If You Wear Glasses Check These Contact Lens Advantages!

New Plastic contact lenses offer you clear vision without anyone knowing your sight needs correction. No larger in diameter than an eraser tip. They are easy to apply and are designed to be worn comfortably all your working hours.



'CONTACTS' ARE IDEAL FOR SPORTS. Can't break; never steam up. They do not interfere with coiffure arrangement or "make-up" application, and they offer wonderful relief to wearers of heavy thick-lensed glasses. Not expensive; terms to suit. 32 years in Harbor Area.

A demonstration of faculal illustrated literature on the new Plastic Contact Lenses may change your life. No obligation for either. Come in or write TODAY!

DR. J. M. SOSS, Optometrist
and Dr. J. A. Galipeau, Optometrist
1268 Sartori FA 8-6602
810 AVALON, WILMINGTON
OPEN FRIDAY EVENINGS AND ALL DAY SATURDAY

YOUR
GOOD YEAR
SERVICE STORES

EASY BUDGET TERMS

WHITE SALE

APPLIANCES
TELEVISION • STEREO



2 GENERAL ELECTRIC 1 APPLIANCES IN 1

- ZERO-DEGREE FREEZER
AUTOMATIC DEFROST REFRIGERATOR
- 11.5 CU. FT. BUT ONLY 28" WIDE
 - SLIDE-OUT SHELVES
 - PORCELAIN VEGETABLE DRAWER
 - DOOR SHELVES AND MAGNETIC SAFETY DOOR PLUS MANY OTHER G.E. FEATURES

\$218⁸⁸
ONLY \$300 A WEEK

NO MONEY DOWN WITH TRADE OR \$5 DOWN DELIVERS!

SPECIAL OFFER!

Towel Set

COMPLETE 3 Piece Set gift wrapped

DURING
WHITE SALE 99^c

SENSATIONAL LOW PRICE GENERAL ELECTRIC

19" PORTABLE TV

- FULL POWER TRANSFORMER with 'HI-POWER'
- 'DAYLIGHT BLUE' PICTURE TUBE
- BUILT-IN ANTENNA
- LIGHT WEIGHT



\$138⁸⁸

NO MONEY DOWN WITH TRADE OR \$5 DOWN, ONLY \$2 PER WEEK

SEE OUR LINE OF UHF CHANNEL 34 (SPANISH) SETS

Goodyear Service Store

In Downtown Torrance

2026 TORRANCE BLVD.

PHONE FA 8-6465